

MEDIA KIT

MULTICHANNEL MARKETING

PRINT
INTERNET
NEWSLETTER

2021



Germany



Austria



Switzerland


**More than
150.000**
contacts
per year



The Professional Trade Magazine:

Print and Online Issue



Screen printing, digital and textile printing: With these main editorial themes, the trade magazine **SIP** provides information for the industry. Professional features, extensive product overviews and structured news sections are the characteristics of **SIP**.

- We research thoroughly to provide our readers with relevant facts and in-depth analyses for their buying decisions and their daily work.
- We visit trade shows and manufacturers to investigate new technologies and trends.
- We work closely with experts to present business opportunities and tips for screen and digital printers.

The trade magazine **SIP** focusses on print service providers who are into screen or digital printing. This includes small shops and medium-sized companies as well as the biggest printers in the German speaking countries. Their business segments cover established, niche and future-oriented areas, like large format printing, garment decoration, production of promotional items and industrial applications. Decision makers from the executive board and from the production read our magazine. In addition, advertising agencies and marketing departments use **SIP** as a source of information.



IVW-audited Circulation and Distribution

Printrun	5.000
Distributed circulation national	4.894
Distributed circulation international	102

Source: IVW 1/2020



The **SIP** online editions were used by 567 readers in the period from September 2019 to September 2020

Source: Pressmatrix

Target Groups

Digital Print Service Providers, Screen Printers, Textile Printers	77%
Sign Makers	8%
Booth and Shop Builders	7%
Pad Printers, Advertising Agencies	4%
Producers of advertising material, owners of copy shops	3%
Other	1%

Editorial Calendar 2021

Specials/Issues	1.21 January	2.21 March	3.21 May	4.21 July	5.21 September	6.21 November
Ad close	26 th November 20	9 th February	19 th April	17 th June	19 th August	6 th October
Copy deadline	27 th November 20	10 th February	20 th April	18 th June	20 th August	7 th October
Material due on	7 th December 20	17 th February	27 th April	29 th June	27 th August	13 th October
Insert delivery date	22 nd December 20	2 nd March	10 th May	12 th July	10 th September	27 th October
Issue date	14th January	17th March	28th May	28th July	28th September	12th November
Screen Printing	Cylinder Screen Printing Machines An overview of current systems	Cleaning of Screens Systems for automatic washing	Squeegees for Screen Printing Models and maintenance systems	UV-Curing in Screen Printing Technical parameters and applications	Screen Printing Mesh Which products are available?	Printed Electronics Chances and challenges
Digital Printing	Web-to-Print for LFP Trends and examples of Best Practice	Laminating Digital Prints How to make flexible media more durable	Digital UV Printing on Glass What are the possibilities?	Large Format Printers Overview of the newest machines	Digital Label Printing What advantages does inkjet bring?	RIP and Workflow Software Working processes under control
Textile Printing	Direct-to-Garment Printers Market overview for DTG systems	Waterbased Screen Printing Inks For what to look out in the printing process	Inks for Digital Textile Printing What they can do and where they can do better	Heat Presses for Textiles A must-have for almost every garment printer	Sublimation Printing in Focus Why the technology is so successful	Workwear to Print on High requirements, high potential
Preliminary report Trade fair shows		LOPEC virtual 24 th - 25 th March	virtual.drupa Review 20 th - 23 rd April Dusseldorf		FESPA 12 th - 15 th October Amsterdam Fakuma 12 th - 16 th October Friedrichshafen	IPI Industrial Print Integration Conference 23 rd - 24 th November Dusseldorf

Formats and Prices



4c
U2 3.500 €
U3 2.900 €
U4 3.600 €

Width: 230 x Height: 297 mm
+ 5 mm bleed on all sides



1/1 page
4c 3.100 €

Width: 230 x Height: 297 mm
+ 5 mm bleed on all sides



1/2 page
2-columns
4c 1.700 €

Width: 108 x Height: 297 mm
+ 5 mm bleed on all sides



1/2 page
4-columns
4c 1.700 €

Width: 230 x Height: 153 mm
+ 5 mm bleed on all sides



1/4 page
1-column
4c 1.100 €

Width: 55 x Height: 297 mm
+ 5 mm bleed on all sides



1/4 page
2-columns
4c 1.100 €

Width: 112 x Height: 145 mm
+ 5 mm bleed on all sides



1/4 page
4-columns
4c 1.100 €

Width: 230 x Height: 85 mm
+ 5 mm bleed on all sides



1/8 page
2-columns
4c 620 €

Width: 112 x Height: 72 mm
+ 5 mm bleed on all sides



1/8 page
4-columns
4c 620 €

Width: 230 x Height: 39 mm
+ 5 mm bleed on all sides

Discounts (within a year)

2 placements	5%
3 placements	8%
4 placements	10%
5 placements	12%
6 placements	15%

All prices plus VAT

Source of supply

Price
per half-year (3 issues):

Basis-Entry 630 €
(logos, contact details + company portrait/
products, max. 480 keystrokes)

Maxi-Entry 940 €
(logos, contact details + company portrait/
products + picture, max. 600 keystrokes)

Dr. Hönle AG – UV Technology
Head of Hönle Group
Lochhamer Schlag 1
D-82166 Gräfelfing
Tel.: + 49 (0) 8985-608 0
Fax: + 49 (0) 8985-608 148
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www.hoehle.de

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E-Mail: mail@grunig.ch
www.grunig.ch

STRETCHING
COATING
WASHING

G-WASH
G-STRETCH
G-PREP
G-COAT
G-DRY
G-SYSTEM

Waschen, Entschichten, Entwickeln, Entfetten, Wasseraufbereitung
Spannen, Kleberabstreifen
Rahmenaufbereitung, Profilingierung
Beschichten
Trocknen
IN-LINE Anlagen für die perfekte Schablonenherstellung

Examples of the entries



Inserts · Tip-On-Card · Address Leaflet

Inserts

Max. format DIN A4

4.000 pieces without printing costs

to 25g weight	1.500 €	to 50g weight	2.850 €
to 30g weight	1.800 €	to 55g weight	3.150 €
to 35g weight	2.050 €	to 60g weight	3.400 €
to 40g weight	2.300 €	to 70g weight	3.950 €
to 45g weight	2.600 €	to 80g weight	4.400 €

Other weight classes
on request



Delivery address:

Kössinger AG
Frühaufstr. 21
D-84069 Schierling
Contact Person: Helmut Sturm
Tel.: +49 (0) 9451-499 140
Fax: +49 (0) 9 451-499 101
sturm@koessinger.de

Please note:

Inserts or tip-on-cards handy packed in boxes
Labeling of all boxes with

- Company name
- Journal Title **SIP**
- Month of publication

Tip-On-Card

Placement on the cover of

SIP, attached with one
removable adhesive dot.

Maximum final format DIN A5

4.000 pieces without printing costs **3.550 €**



Address Leaflet

Place your ad on the address supplement sheet,
which is sealed with the magazine for shipping

Display format: 14,8 x 21,0 cm

3.900 pieces (domestic) including printing costs **2.250 €**



**The price
includes the
placement of the
digital inserts
in the WNP
online kiosk.**

Job Market • Used Equipment • Business Contacts

Continuous text

single-column approx. 32 characters per line
Per line 3 € plus VAT

2 columns approx. 77 characters per line
Per line 6 € plus VAT

Continuous text with box number

single-column approx. 32 characters per line
Per line 3 € plus VAT
Box number fee 15 € plus VAT

2 columns approx. 66 characters per line
Per line 6 € plus VAT
Box number fee 15 € plus VAT

Designed ads in 4c or b / w

single-column 46 mm width
Per mm height 3 € plus VAT

2 columns 98 mm width
Per mm height 6 € plus VAT.

Calculation examples:

6 lines x 3 €
= 18 € plus VAT

6 lines x 6 €
= 36 € plus VAT

9 lines x 3 € = 27 €
+ Cipher fee = 15 €
Total = 42 € plus VAT

3 lines x 6 € = 18 €
+ Cipher fee = 15 €
Total = 33 € plus VAT

30 mm high x 3 €
= 90 € plus VAT

Job market - Used Equipment - Business Contacts

Continuous text single-column

Verkaufe 10 gebrauchte Siebdrucken
Größen ab 93x73cm bis 150x100cm • Siebregal mit 11 Stützplätzen für VB 250,00 €.
Tel. 02522 / 81264

Continuous text 2 columns

Zur Verstärkung unseres Sieb & Tampondruck Fachhändler Teams suchen wir zum nächstmöglichen Zeitpunkt einen/eine Außendienstmitarbeiter/in für Baden-Württemberg
Bei Interesse rufen Sie uns an Tel. 0711 906840 oder schicken Ihre Bewerbungen gleich an:
Bartel Schütz Suchmaschinen gmbh.de

Continuous text single-column with box number

Siebdrucker mit Meisterbrief
sucht neuen Wirkungswirk im Raume Ulm, Oberschwaben, Allgäu, Bodenseekreis, Österreich, Ostschweiz / GR.
Kurzprofil: 35 Jahre Erfahrung auf den verschiedensten Gebieten des graphischen sowie industriellen Siebdruck.
Chiffre: 7018

Continuous text 2 columns with box number

Erfahrener Siebdrucker
sucht neue Anstellung im Großraum Ostschweiz bzw. Zürich für Anfang 2018 auf 85% Basis.
Chiffre: 7020

Designed ads single-column

Außendienstmitarbeiter (m/w)
Für ein Unternehmen im Bereich der Drucktechnik suchen wir zum nächstmöglichen Zeitpunkt einen/eine Außendienstmitarbeiter/in für Baden-Württemberg.
P. 0711 906840

Designed ads 2 columns

www.plotterboerse.com
Ihr Online Marktplatz für gebrauchte und neue Digitalscanner, Schneidesplotters, Software, Tinten, Ersatzteile usw.
• Kostenlose inserieren
• Kaufen und anbieten

Verkaufe
Stetiva S&M Siebdruck 1/2 Automat, Druckfläche B 1250 x H 680 mm, B 1880mm funktionsfähig, verschiedene Vor- und Nachtrakt, gebrauchte Siebe, gebrauchte Alurahmen, 50er Trockenhorde A0 & A1, 4-farb Siebdruckkassett.
Golo, Heymann GmbH, Industriestraße 18, 96355 Kitzingen
Tel. 09772-9377-0 • E-Mail: werbetechnik@heyman.net

Loidenschaftlicher Siebdrucker mit Meisterbrief
sucht neue Herausforderung
Kurzprofil:
- langjährige Erfahrung im graphischen sowie industriellen Siebdruck
- ausgeprägtes Qualitätsbewusstsein
- aktiver, selbständiger Teamplayer
- mehrjährige Erfahrung im Vertrieb von Verbrauchsmaterialien für den Siebdruck
Chiffre: 7019

HELMIGÖTTLER
PERSONAL UND PROJEKTE helmi-goettler.de
Unser Mandant, ein international ausgerichtetes mittelständisches Unternehmen im südlichen Mittelhessen, entwickelt, produziert und vertreibt Druckfarben, Druckwerke sowie Spezialprodukte für die Siebdruck- und Tampondrucktechnik, unter anderem zur Beschichtung und Bedruckung von Kunststoffen.
Im Rahmen der Direktvermittlung suchen wir zum nächstmöglichen Zeitpunkt einen:

Ingenieur Drucktechnik m/w KENNZIFFER: 1666

Ihre Aufgaben:

- Aufbau und Erweiterung von drucktechnischem Wissen für die Verarbeitung aktueller und neuer Farb- und Lacksysteme (M. Wasser, UV, Dual-Cure) unter Einbeziehung der Drucktechnik
- Anwendungstechnische Prüfung von neu entwickelten Farb- / Lacksystemen in Zusammenarbeit mit der F&E-Abteilung und Erhebungen
- Anwendungstechnische Beratung und Betreuung von Kunden in Zusammenarbeit mit Vertriebsabteilung und Auftragsabteilung
- Drucktechnische Produktbegleitung bei Kunden weltweit
- Planung und Durchführung der drucktechnischen Einweisung neuer Mitarbeiter, produkttechnische Trainings von internen und externen Vertriebsmitarbeitern sowie Kundens Schulungen
- Vorbereitung von Seminare und Messauftritten in Zusammenarbeit mit Marketingabteilung

Ihr Profil:

- Abgeschlossenes Studium Ingenieurwesen mit dem Schwerpunkt Drucktechnik o.ä.
- Alternativ: Meisterabschluss mit langjähriger Berufserfahrung in der Druckbranche
- Ausgeprägtes Wissen und Detailorientierung mit praktischen Fähigkeiten
- Analytische und strukturierte Arbeitsweise
- Teamfähigkeit, Kommunikationsstärke, kompetentes Auftreten
- Gute bzw. ausserordentliche Englisch-Kenntnisse

Wenn Sie eine Neo- bzw. Umsorientierung planen, sind wir der richtige Ansprechpartner.

Wir freuen uns auf Ihre aussagekräftige Bewerbung mit Angabe Ihres Eintrittstermins und Ihrer Gehaltsvorstellung via Email: Ihre Ansprechpartnerin für Fragen zu dieser Position:

Frau Helmi Göttler - person@helmi-goettler.de

Erlenstraße 36 • 90441 Nürnberg
Fon 0911 / 520 99 25-0 • Fax 0911 / 520 99 25-9

SIP on all Channels:

Multichannel Marketing

With an advertisement in **SIP** you can reach your target group in our magazine and across all digital channels as well. Without extra charge! Your advertisement is linked to your website as a standard feature in our online issues – on the computer, tablet or smartphone.

Flexibility for our readers = additional value for our advertising customers! With our new app, **SIP** is going to be present everywhere.

The app complements the print version optimally as well as the PDF issue for subscribers, which is already available online. **SIP** is available free of charge to our subscribers on all mobile devices.



Customer loyalty thanks to additional digital information – to get the best out of your online ad!

Give your ad an additional value with digitally provided information: with links to landing pages, PDF documents like catalogues, price lists and data sheets as well as picture galleries or videos.

The additionally booked services appear in our online issue which is available to subscribers on the computer as well on tablets and smartphones.

Charged Services

Landing Page	80 €
Additional linking of the advert with a special website	
PDF Documents	90 €
Additional linking of the advert with a PDF download	
File format: PDF for Web, File size: max. 10 MB	
Picture Galleries (up to 8 pictures)	100 €
Linking of the advert with additional product pictures	
File format: jpg in RGB color scheme	
Resolution: 72 dpi / 1.024 x 768 pixels	
Product Videos	110 €
Linking of the advert with video data	
File format: mp4 format, maximum 432 x 320 pixels,	
encoded in H.264 Video length: 1 to 1,5 minutes	

Web Marketing on SIP-online.de

Complement your print campaign!

Be also present at our portal SIP-online.de. Book a banner or a linking to your website. At SIP-online.de, our readers find news, important dates of the industry and further information on a daily basis.



News Block

included image
900 x 600 pixels,
+ headline up to 50 characters
(including spaces),
+ text 600 characters
(including spaces),
+ link to the landing page

2 weeks 500 €

The post is marked with the word „Anzeige“.

1 month 100 €
2 months 200 €
3 months 300 €

Surf Tips

6 months 550 €
1 year 1.000 €



Homepage Banner 468 x 60 pixels

delivery JPG or animated GIF

1 month 500 €
2 months 850 €
3 months 1.250 €
6 months 2.350 €
1 year 4.500 €

Gold Banner 300 x 300 pixels

delivery 600 x 600 pixels JPG or animated GIF

1 month 500 €
2 months 850 €
3 months 1.250 €
6 months 2.350 €
1 year 4.500 €

Info Block 300 x 600 pixels

delivery 600 x 1.200 pixels JPG or animated GIF

1 month 600 €
2 months 950 €
3 months 1.350 €
6 months 2.450 €
1 year 4.500 €

All prices plus VAT

The SIP Newsletter

fast, direct, informative!

Be it a banner or professional information: in our newsletter you can present your company to our readers a few days before the publication of the respective print issue of **SIP**.

Choose between silver and gold banner or go for the info block. In the info block, you can place a product picture, descriptions and contact information. Of course a linkage to your website and/or email address is included.

In the editorial part, we point out several cover stories and increase awareness for important topics before the publication of the print issue. Make use of the possibility to introduce your company to the right target group with our newsletter.

Release dates 2021:

12th January

15th March

26th May

26th July

24th September

10th November



NEWSLETTER



1115
Recipients
per newsletter

Source: Evalanche
April 2021

**GOLD
BANNER**

229 x 229 pixels
(JPG)
300 €

**INFO
BLOCK**

229 x 460 pixels
(JPG)
400 €

**TEXT
BANNER**

Headline 50 characters
incl. spaces
text 400 characters
incl. spaces
1 image jpg 557x185 pixels
or 244x170 pixels
400 €

**SILVER
BANNER**

570 x 150 pixels
(JPG)
250 €



WRAPS-online.de



SIP-online.de



werbetechnik.de



digital-signage-magazin.de

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